

# **2024 Agritourism Gathering San Diego County**

**Presented by:**

**University of California Cooperative Extension (UCCE San Diego)  
and University of California Sustainable Agriculture Research  
and Education Program (UC-SAREP)**

**Carlsbad, CA - May 22, 2024**



**University of California**

**Agriculture and Natural Resources** ■ **Cooperative Extension**

# **Improving the Economic Viability of Small Farmers in San Diego County Through Agritourism Networks**

Janis Gonzales, Darlene Ruiz and Ramiro Lobo,  
UCCE San Diego County

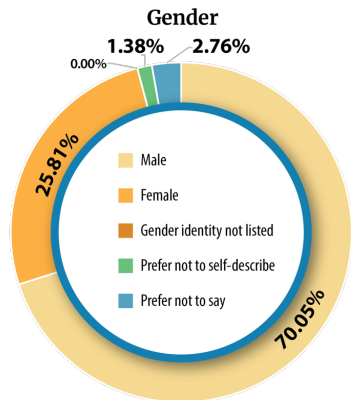
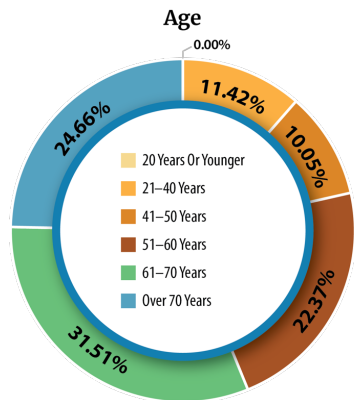
Funded by: Western Extension Center for Risk  
Management Education (WECRME)

# Presentation Overview

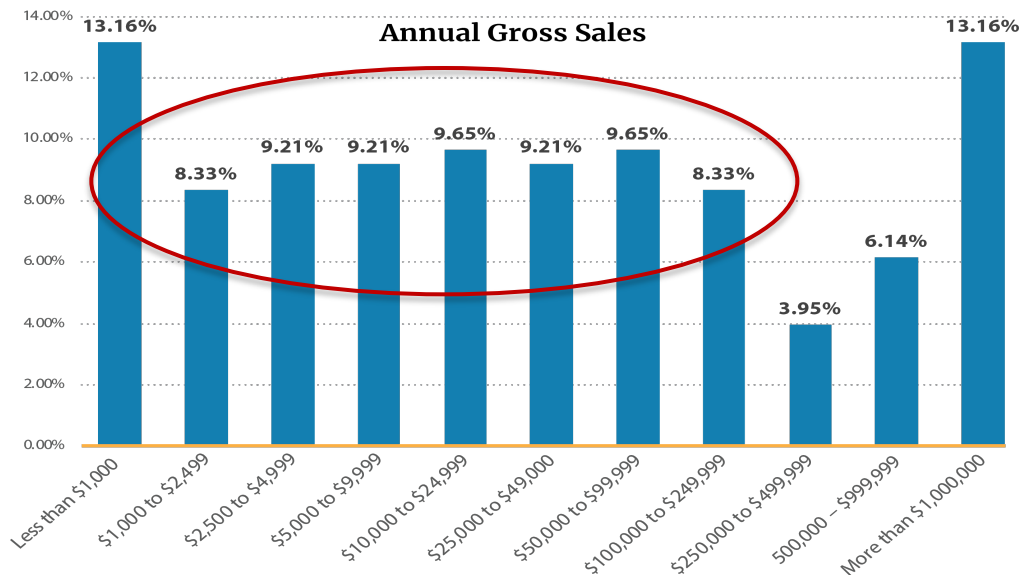
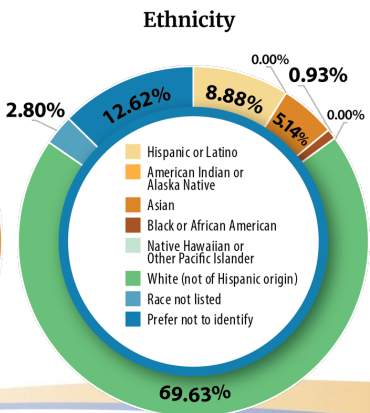
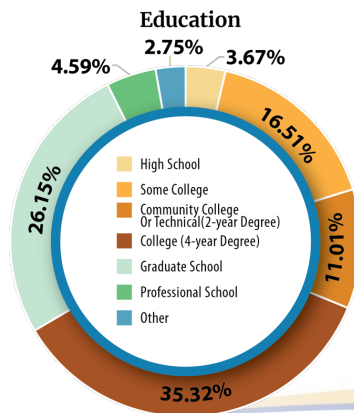
- ◆ San Diego County farmers and local agriculture
- ◆ Review of food, produce and travel trends
- ◆ UCCE Agritourism Program in San Diego County
  - ✓ Agribusiness Guidelines
  - ✓ Agribusiness Resource Directory
  - ✓ San Diego Agritourism Story Map
- ◆ The Future – What is Next?
  - ✓ Facilitated conversation about new project and implementation plans
  - ✓ How can you help grow agritourism in San Diego?

# San Diego County Farmers

Source: <https://ucanr.edu/sites/cetest/files/293157.pdf>



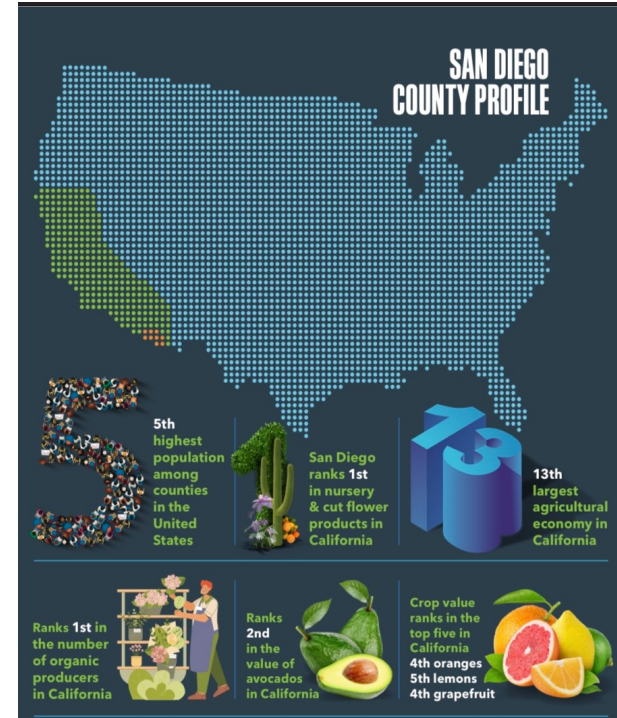
78 % of local farmers are small per USDA threshold of \$250,000



# San Diego County Agriculture

Source: <https://awmsdcropreport.com/>

- ◆ \$1,776,799 in total annual value of (up by 1.36% in 2021)
- ◆ \$2.76 billion economic impact of billion
- ◆ 214,438 acres in agriculture (down 2.5 %)
- ◆ Diverse crops , 200+ crops grown
- ◆ Farm size 4 acres average, 68 % < 9 acres)
- ◆ Estimated 6,000 small farms
- ◆ Expensive water (\$1,200+/acre foot)



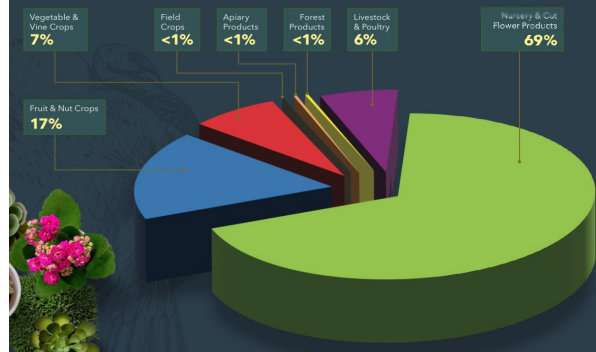
# San Diego County Agriculture

Source: <https://awmsdcropreport.com/>

## 2022 HIGHLIGHTS

<b>TOTAL VALUE OF PRODUCTION</b>	<b>\$1,776,799,614</b>
Total Acreage	214,438
Commodity with Highest Reported Dollar Value	Bedding Plants, Color, Perennials, Cacti & Succulents
Highest Dollar Value Per Acre	Indoor Flowering & Foliage Plants (including Poinsettia)
Lowest Dollar Value Per Acre	Range
Greatest % Increase in Total Dollar Value from 2021	Honey & Bees Wax
Greatest % Decrease in Total Dollar Value from 2021	Apples
Commodity with Greatest Amount of Planted Acreage	Avocado

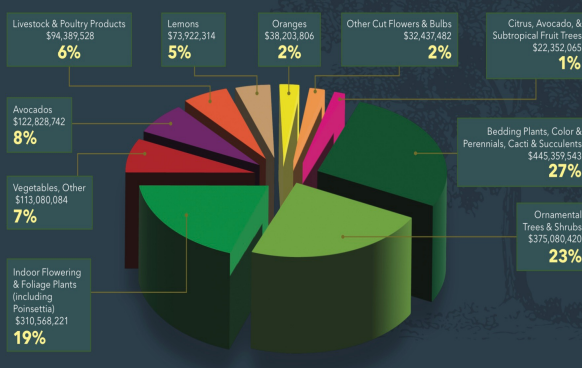
## CROPS BY GROUP OVERALL



## FIVE YEAR TREND ANALYSIS



## TOP 10 CROPS OVERALL



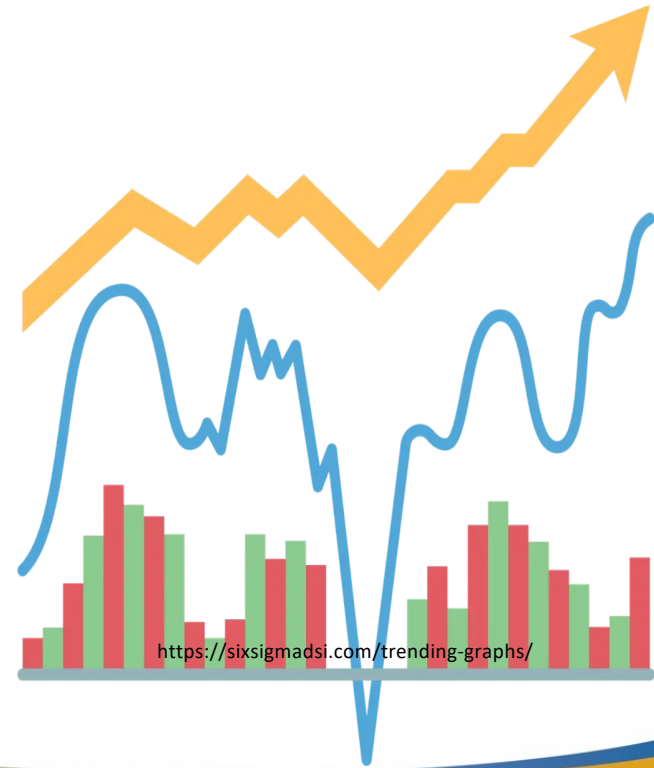
## TOP TEN CROPS

TOP TEN CROPS	2022 VALUE	GROUP
Bedding Plants, Color, Perennials, Cacti & Succulents	\$445,359,543	Nursery & Cut Flower Products
Ornamental Trees & Shrubs	\$375,080,420	Nursery & Cut Flower Products
Indoor Flowering & Foliage Plants (including Poinsettia)	\$310,568,221	Nursery & Cut Flower Products
Total Avocados	\$122,828,742	Fruit & Nut Crops
Vegetables, Other	\$113,080,084	Vegetable & Vine Crops
Livestock & Poultry Products	\$94,389,528	Livestock & Poultry
Lemons	\$73,922,314	Fruit & Nut Crops
Oranges	\$38,203,806	Fruit & Nut Crops
Other Cut Flowers & Bulbs	\$32,437,482	Nursery & Cut Flower Products
Citrus, Avocado, & Subtropical Fruit Trees	\$22,352,065	Nursery & Cut Flower Products



# Food, Produce & Tourism Trends

- ◆ Organic Foods
- ◆ Healthy(ier) foods
- ◆ Ethnic & religious foods
- ◆ Restaurant & food industry trends
- ◆ Local Foods (Value added products and value-based marketing)
- ◆ Travel and Tourism

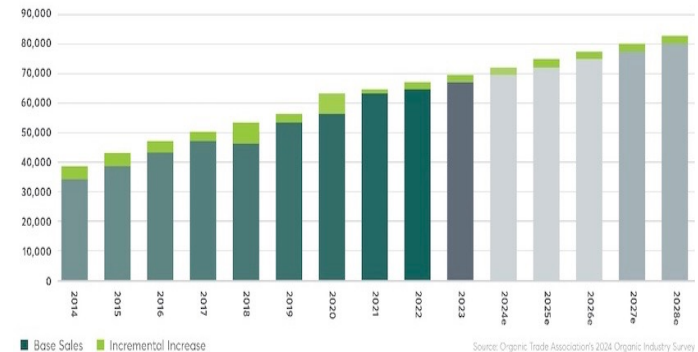


# Organic Foods

Source: <https://thepacker.com>

- ◆ US sales of certified organic products values at \$ 69.7 billion in 2023, for a 3.4 % growth over 2022
  - \$63.8 billion in organic food sales, \$5.9 billion in non food items
  - Organic Fresh Fruit & vegetables valued at \$20.5 billion, 29.4 % of the total value and 2.6 % growth over 2022
- ◆ Top sellers in organic produce are **avocados, berries**, apples, carrots, and packaged salads
- ◆ Growing interest in organics among millennials and Gen Z groups

Total U.S. Organic Sales & Growth, 2014-2028e



Source: Organic Trade Association's 2024 Organic Industry Survey conducted 10/20/2023-3/29/2024 (6mil. consumer sales)

Source: <https://thepacker.com>



# Demand for Healthy(ier) Foods

- ◆ Demand for healthy, super foods continues to grow
- ◆ Health and nutritional benefits main driver behind expansion in many crops
  - ✓ Berries, primarily blueberries
  - ✓ Pomegranates
  - ✓ Pitahaya or Dragon Fruit
- ◆ Growers should capitalize on this trend and highlight health & nutritional benefits of the crops they grow



# Ethnic & Religious Foods

- ◆ Hispanics buying power estimated at \$1.5 billion
- ◆ Large number of immigrants from Eastern Africa and the Middle East
- ◆ Demand for religious certifications increasing (Kosher, Halal, etc.)
- ◆ Indigenous foods one of hottest food trends
- ◆ **Not all African Americans, Asian or Hispanic consumers are the same or have the same food preferences**



# Restaurant & Food Industry Trends

<http://www.restaurant.org/News-Research/Research/What-s-Hot>

**WHAT'S HOT 2024**  
CULINARY FORECAST

**WORLD STAGE SOUP & STEWS**

**TOP 10 TRENDS OVERALL**

**CLICKING WITH FOODIES**

**HOT MACRO TRENDS**

- Incorporating Social Media Trends
- Regional Menus
- Streamlined Menus
- Restaurants as Entertainment
- Inventory Optimization

**SOCIAL MEDIA TRENDS**

TikTok's impact on food trends and restaurant menus can't be overstated. Through social media and at viral speeds, consumers discover virtually unknown flavors, ingredients, prep methods, and menu hacks.

Restaurant dishes become viral sensations and vice versa—in the right culinary hands, viral "food fads" can successfully translate to menus and LTOs. Social platforms are intrinsic to restaurant marketing today, capturing attention and generating buzz. Social media plays a part too in consumers' awareness of regional foods, both domestic and international. But the fun is not just in adopting the original but rather finding tastier, more creative, more buzz-worthy ways of using regional stars to create original dishes.

**EMERGING**

- Artificial Intelligence (AI) Integration
- Augmented Reality
- Monthly Restaurant Subscriptions

**REGIONAL MENUS**

**1. World Stage Soups & Stews**  
(Birria, Chicken Tom Kha, Lakso, Salmorejo, Upscale Ramen)

**2. Global Chicken Wings**

**3. International BBQ**

**4. Incorporating Social Media Trends**  
(TikTok)

**5. Grilled/Cooked Cheeses** (Provoleta, Queso Fundido, Raclette, Halloumi, Justoleipa)

**6. Wagyu Beef**

**7. Stuffed Vegetables** (Chiles en Nogada, Stuffed Peppers, Stuffed Cabbage Rolls)

**8. Regional Menus**

**9. Streamlined Menus**

**10. Hot Honey Breakfast Sandwiches**

## Top Ten Hottest Food Trends in 2024

1. Global Fusion
2. Eco-conscious dining
3. Functional Foods
4. Digital Gastronomy
5. Plant-Based Delicacies
6. Revival of Indigenous Cuisines
7. Drinkable Foods
8. Mood-Boosting Foods
9. Interactive Dining
10. Alternative Flours/Sugars

<http://www.restaurant.org/News-Research/Research/What-s-Hot>

<https://www.upmenu.com/blog/food-trends/>

# Local Foods (Movement)

- ◆ Local foods perceived as fresher, healthier, tastier, easier on the environment
- ◆ Consumers see local as more important (52%) than organics & willing to pay more (10 % at local CFMs)
- ◆ Demand has grown exponentially
  - ✓ Number of CFMs in CA has grown from 1 in 1979 to >700 today & from 1755 in 1994 to 8144 in the US
- ◆ Local foods are changing the US food systems
  - ✓ Retailers & distributors are adapting, sourcing and promoting local products
  - ✓ Value-Based marketing



# Travel and Tourism Trends

- ◆ Increased desire or Need to Unplug or Disconnect
- ◆ Staycations, traveling closer to home
- ◆ Food and Culinary Tourism
- ◆ Camping/Glamplng
- ◆ Adventurous millennials
- ◆ Voluntourism/Experiential



Sources/References:

(1) Fair, C. "2015 Tourism and Travel Trends"

<http://www.slideshare.net/chrisfair/15-024-res-webinar-tourism-2020-high-res-opt>

(2) Curtis, K. et. al. "Farm and Food Tourism: Exploring

Opportunities." <http://diverseag.org/htm/farm-and-food-tourism>

# San Diego County Tourism

<https://sdtoday.6amcity.com/national-travel-and-tourism-week-san-diegos-tourism-by-the-numbers-1>

- ◆ 31.8 million visitors in 2023, 16.5 million overnight stays
- ◆ \$14.3 billion spent by visitors annually (nearly 80% at local businesses *other than lodging*)
- ◆ \$23.09 billion impact for regional economy
- ◆ 10.8 million passengers arrived at SAN and 2.2 million entered through CBX bridge from Tijuana
- ◆ 1 in 8, or 214,000 locals directly and indirectly employed by the visitor industry (lodging, food service, and attractions)
- ◆ Tourism generates more than \$1+ billion annually in taxes.

# Why Agritourism?

- ◆ **What is Agritourism?** Any business conducted by a farmer or rancher for the enjoyment or education of the public, and to promote the products of the farm, and thereby generate additional farm income. ([Hilchey 1993](#))
- ◆ **Why Agritourism in San Diego County?**
  - ✓ Local ag and tourism industry are strong
  - ✓ Diversification tool, increase demand for local foods
  - ✓ Large local/regional market (20 million people)
  - ✓ Enhances farm economic viability/resiliency and foster economic activity in small/rural communities
  - ✓ Great educational tool for urban residents
  - ✓ Climate allows for year round activities

Agritourism benefits agriculture in San Diego County

[CALIFORNIA AGRICULTURE](#) > [VOLUME 53](#) > [NUMBER 6](#) > ARTICLE

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## Publication Information

California Agriculture 53(6):20-24.

<https://doi.org/10.3733/cav053n06p20>

Published November 01, 1999

PDF | [Citation](#) | [Permissions](#)

# Supporting Agritourism in San Diego County

- Agribusiness Guidelines
- Agribusiness Resource Directory
- Agritourism Map Directory
- Moving Forward

Jan Gonzales, Community Education Supervisor  
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Agritourism Gathering  
May 22, 2024 • Carlsbad, CA



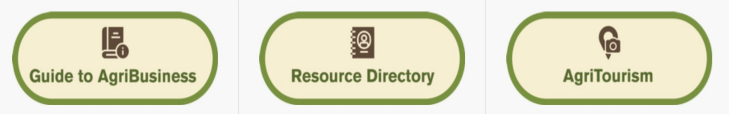
# <https://ucanr.edu/sites/OAR/>

- New online (desktop) tools intended to assist local growers in the San Diego region in their efforts to remain competitive by providing useful guidelines and resources
- Resources for beginning and/or diversifying agribusiness
- Public interfacing, interactive map to promote local agritourism



## Welcome

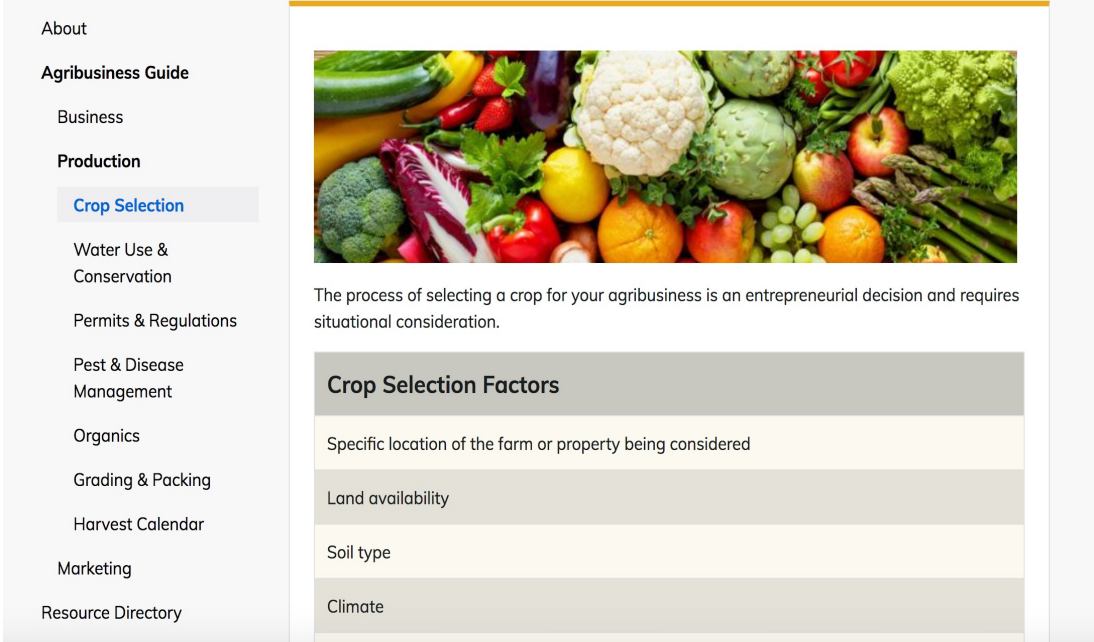
This website is intended to assist local growers in the San Diego region in their efforts to remain competitive by providing useful guidelines and resources. This site provides information to help new and existing growers with their efforts to start new agricultural enterprises or to diversify existing farm businesses. Two additional resources featured: (1) the agricultural resource directory provides a variety of contacts, organizations and publications that may provide answers and assistance related to specific agribusiness and production topics, and (2) the agritourism resource page provides information specific to starting and marketing an agriculture tourism business.



# Guide to AgriBusiness & Resource Directory

Use left navigation pane to view information and links on topics for agricultural

- Business
- Production
- Marketing



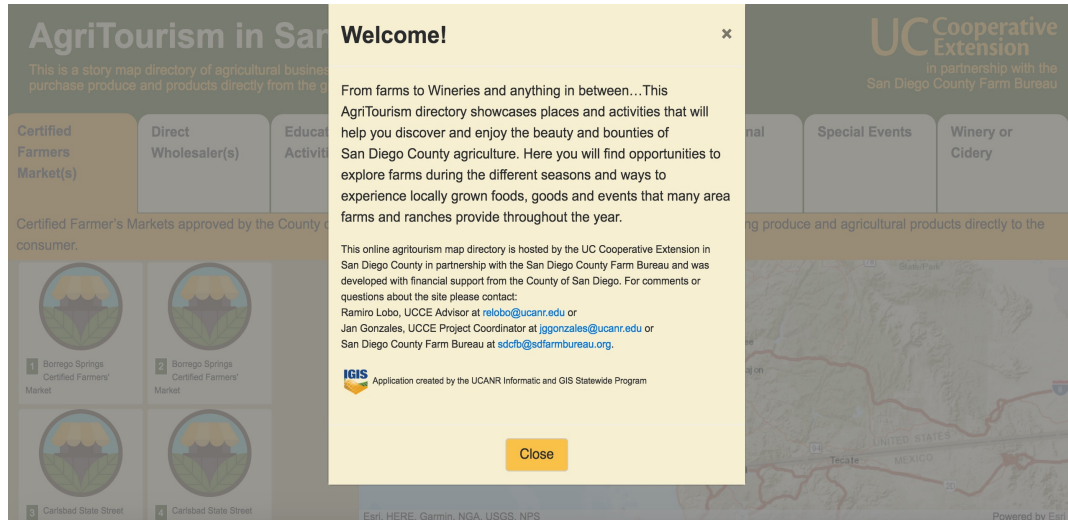
The screenshot shows a website interface with a left-hand navigation pane and a main content area. The navigation pane includes links for 'About', 'Agribusiness Guide', 'Business', 'Production' (highlighted), 'Water Use & Conservation', 'Permits & Regulations', 'Pest & Disease Management', 'Organics', 'Grading & Packing', 'Harvest Calendar', 'Marketing', and 'Resource Directory'. The 'Crop Selection' page features a vibrant image of various fresh fruits and vegetables. Below the image, a text block explains that crop selection is an entrepreneurial decision requiring situational consideration. A table titled 'Crop Selection Factors' lists several considerations: 'Specific location of the farm or property being considered', 'Land availability', 'Soil type', and 'Climate'.

Crop Selection Factors
Specific location of the farm or property being considered
Land availability
Soil type
Climate

# AgriTourism Map Directory

[www.AgToursSD.org](http://www.AgToursSD.org)

- Interactive
- Multiple Categories
- Self-defined Business Profiles
- Printable profile sheets
- Maintained in partnership with San Diego County Farm Bureau



# Categories of Types of Activities Offered

- Certified Farmers Markets
- Direct Wholesaler(s)
- Educational Activities
- Farm Stands or U-Pick
- Garden Centers or Nurseries
- Farm Visits
- Recreational Activities
- Special Events
- Winery or Cidery

**AgriTourism in San Diego**

This is a story map directory of agricultural businesses in the San Diego County region, which are open to the public to purchase produce and products directly from the grower and/or participate in agritourism opportunities.

[More Information](#)

UC Cooperative Extension  
in partnership with the  
San Diego County Farm Bureau

Certified Farmers Market(s)	Direct Wholesaler(s)	Educational Activities	Farm Stands, U-Pick, Garden Centers or Nurseries	Farm Visits	Recreational Activities	Special Events	Winery or Cidery
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Agricultural enterprises open to the public for visits or tours of their agricultural operation.

Map showing agricultural enterprises in San Diego County, including locations like Julian Farm & Orchard, Hungry Hawk Vineyards And Winery, Murrieta, Oceanside, and Tijuana.

# AgriTourism in San Diego

**UC Cooperative Extension**

in partnership with the  
San Diego County Farm Bureau

This is a story map directory of agricultural businesses in the San Diego County region, which are open to the public to purchase produce and products directly from the grower and/or participate in agritourism opportunities.

[More Information](#)

**Certified  
Farmers  
Market(s)**

**Direct  
Wholesaler(s)**

**Educational  
Activities**

**Farm Stands,  
U-Pick,  
Garden  
Centers or  
Nurseries**

**Farm Visits**

**Recreational  
Activities**

**Special  
Events**

**Winery or  
Cidery**

Commercial agricultural businesses, which offer opportunities for the public to purchase produce, nursery or other agricultural products directly from the business either from farm stands, U-pick activities, garden centers or nurseries.

Business profiles are accessed on left navigation or by correlating clickable number on map.

# Profile Page

Users able to download and print Agritourism Business Profiles

Includes:

- map location
- business details
- crops, services, activities offered

## AgriTourism in San Diego

UC Cooperative Extension

Julian Farm And Orchard

# JULIAN



## FARM & ORCHARD



**Hours:** 10:00am-4:00pm, By Appointment, , Daffodil Season (Mar 19-May 1): Open Sat and Sun, 10am-4pm Berry Season (Jun-Aug) (Strawberries, Raspberries and Blackberries): Open Sat and Sun, 10am-4pm Apple and Pumpkin Season (Mid-Sep-Oct 31): Open Sat and Sun, 10am-4pm Other seasonal hours by appt.

**Address:** 4381 Julian Highway, Santa Ysabel, CA 92070

**Website:** [www.JulianFarmAndOrchard.com](http://www.JulianFarmAndOrchard.com)

**Phone:** 760-765-5494

**Customer Service:** Josh Rasmussen

**Owner/Farm Manager:** Jim Madaffer

### Products & Services

- U-Pick
- Farm Tours-Guided
- Petting Zoo
- Seasonal/Holiday Events
- Farm Stand/Shop
- Farm Visits
- Workshops/Classes/Demonstrations
- Venue for Private Events
- Venue for Weddings

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[ucanr.edu/sites/OAR/](http://ucanr.edu/sites/OAR/)



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Find more details about the  
Agritourism Directory Map

at

[www.AgTourSD.org](http://www.AgTourSD.org)

(<https://ucanr.edu/sites/OAR/AgriTourism/>)



To add your Agritourism business to the  
map directory, upload your Agritourism

Profile information on this online **Survey**

(<https://arcg.is/1W9fiH0>)

**SHOWCASE YOUR AGRITOURISM BUSINESS**

Help local residents and visitors discover and enjoy the beauty and bounties of San Diego County agriculture.

Select the categories that best fits your business:  
Certified Farmers Markets, Direct Wholesaler,  
Educational Activities, Winery or Cidery, Farm Stands,  
U-Pick, Garden Centers or Nurseries, Farm Visits,  
Recreational Activities, Special Events

**AGRI TOURISM IN SAN DIEGO**  
See where agriculture can take you...

Find locally grown foods, goods & agricultural activities, like:

- Wine Tastings
- U-pick Experiences
- Farm Stands & Markets
- Hiking
- Horseback Riding
- Farm Stays
- and much more!

**UC CE** [COMING SOON]  
[www.AgTourSD.org](http://www.AgTourSD.org)

**JOIN THIS ONLINE GUIDE FOR FREE TODAY!**

Complete the registration survey at:  
**ARCG.IS/1W9FIH0**

Easy sign-up using this QR code.

# Moving Forward

- Gather input from you!
- Update map application
- Build educational programming relevant to local agritourism sector and ag producer needs
- Facilitate and foster a local region Agritourism Network or Association
- Organize a Southwest Regional Agritourism Conference





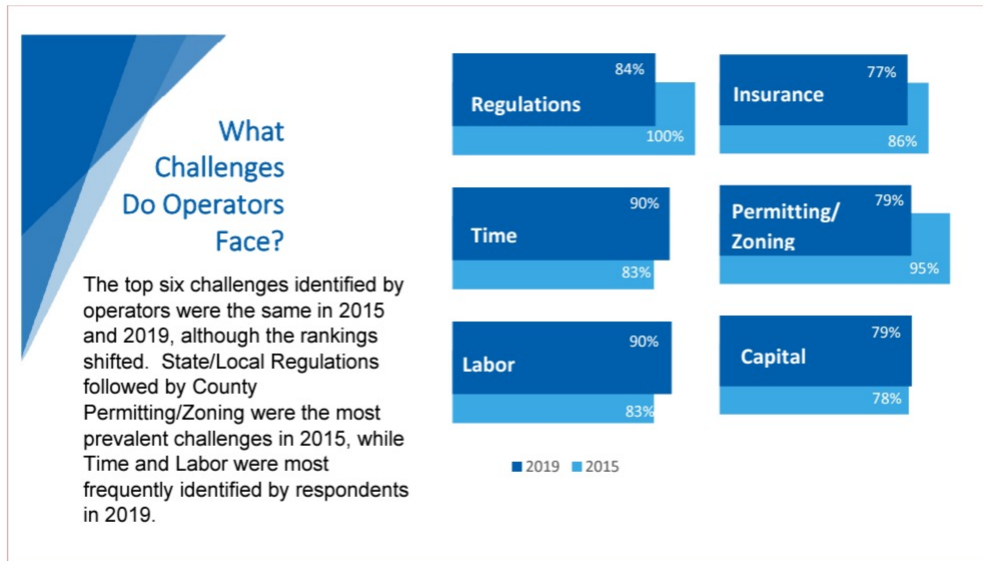
# The Future of Agritourism in San Diego County

- Cultivating a thriving local Agritourism Sector  
- Facilitated Discussion

# Top challenges and concerns amongst Agritourism operators

CALIFORNIA AGRITOURISM FINDINGS AND TRENDS FROM OPERATOR SURVEYS 2009-2019

*Your responses:*



- San Diego County Zoning Restrictions
- Understanding all County regulations - Lack of clarity what is Agrotourism and misinformation
- Marketing
- Permitting
- Insurance / liability concerns
- Learning what I should offer that I can afford to set up
- Operating costs
- Labor costs
- Parking

# Now we would like to hear from you. How can you help grow agritourism in San Diego?

1. What are some specific concerns around the challenges you shared?  
Any additional challenges?
2. What kind of support do you need to overcome these challenges?
3. What topics are of most interest to you for peer -to- peer learning and future in depth discussions?
  - What formats?
    - Round tables at different sites
    - Online webinars
4. What do you envision would be helpful from a regional network or association?

# Evaluations

Please take some time to complete our evaluation ( it is your ticket out the door).

Optional:

## Referral form

- Host the next gathering at your site or recommend one
- If you know who we should contact to join the committee for the network/ association

# Thank You

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WESTERN  
**EXTENSION**  
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**EDUCATION**



National Institute of Food and Agriculture  
U.S. DEPARTMENT OF AGRICULTURE



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